

# ACT 3

Act 3 could come around pretty brusquely and result in the only deliberately comedic effect in the spot: we cut to a close up of the shower head as it clicks back into place and his eyes open wide in macro. With this the music volume diminishes drastically and we open up to find the shower is now off and our character, all wet, smiles full of vigor and ready to dry himself. Here would come the rest of the VO, even in a different, less invigorating and more chilled tone: **GETTING WATER WHEREVER YOU NEED IT... IS A BEAUTIFUL THING.**

DELTA LOGO.

VO/TAG: SEE WHAT DELTA  
CAN DO.





## A POSSIBLE STRUCTURE.

We see our hero enter the shower. And it's a bit of a quiet moment. The calm before the storm. That moment when the orchestra tunes all the instruments and awaits the conductor to begin.

And we have a little bit of silence. Just that moment of quietness to add a bit of suspense right before we see our guy reach to turn on the shower.

~~As a reference to the “before and after”, I like the mundane moment in the Apple HomePod ad by Spike Jonze before the music starts.~~

The hand reaches for the faucet, we cut to see a macro shot of the water starting to flow inside the pipes (and music kind of fade in). Then we cut to receive the first drops right into the lens and in that moment the music starts for real...

We see a shot of his head rising. He's starting to come alive. Cut to close up of fingers starting to tap. Then toes doing the same as heels rise. Music starts to climax, as the body “opens up” and starts to move to the beat. (One thing that's important, our guy isn't dancing to the beat, but simply moving in synchro to it. )

And we now see in slow motion as our guy reaches and take out the hand sprayer from the shower head. The music hit's it's climax.

And our guy is now really literally coming alive. We see the steam move up the shower glass. We see different cuts of water splashing on all different body parts. And we cut to see some macro more abstract shots of water. Water like it was splashing like a gigantic surf wave. Water like it was an epic wave in the ocean. Water spraying down like an epic downpour. All accentuating the feeling our guy is experiencing. And as we hit this climax, we hear our VO come in for the last “big yawn” where all his body reacts.

The “show” finishes then with the macro eyes dilating (it has been all, in the end, how he felt it) and the click of the shower head back in place. Our guy has finished his transformation and steps out confidently in a wider shot, similar to the one before he went in the shower, but already waken up and kind of day light.